

Creating a Listing with Variations

This was never intended to be part of the course because it's much more complicated than setting up a regular listing and I don't recommend it until you have some experience. I had been selling for 6 months before I attempted my variation listing.

However, a few students asked me about it, so I've created this short lecture to at least explain to you exactly what a variation listing is, and how you would go about setting one up.

A product with variations will have different sizes, different colours, different flavours...

Each variation will have its own identifying UPC code because each variation is classed as a different product, even though they are listed together on the same listing.

Example of 3 colour variations, each with its own UPC:

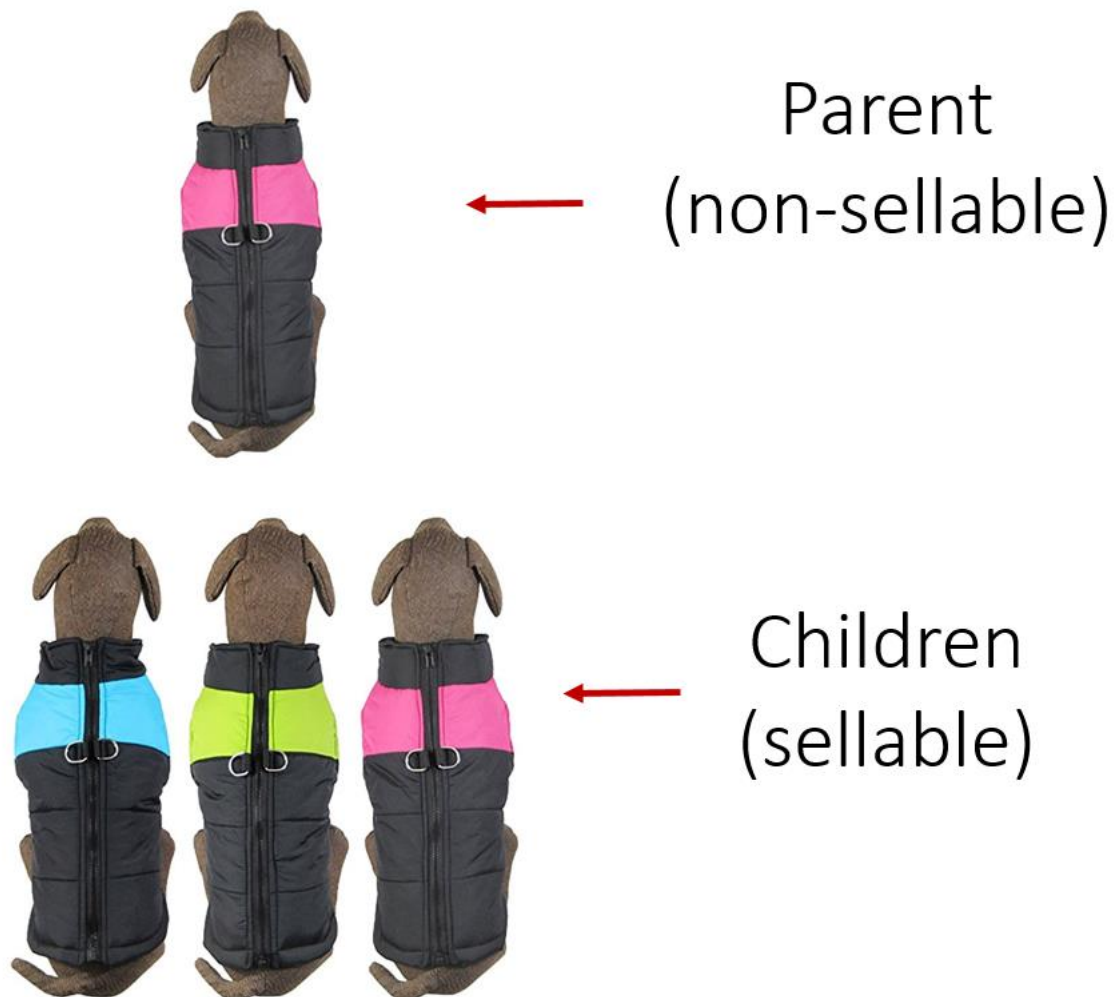


Example of 3 colour variations and 3 size variations – making a total of 9 variations, each with its own UPC:



To set up a variation listing, you will need to create what's known as a 'parent child relationship'. The parent is not for sale, but the parent is also one of the children, and the children ARE for sale.

Confused? If so, you're not alone. I was VERY confused the first time I set up one of these listings 😊



How to do it?

Go to the Help tab and search for 'Inventory File Templates' to get the template for the category that you are selling in.

Scroll down on the templates page to find your category.

Templates

Note: Create new listings quickly using Lite Templates. These templates are easier to use because they are limited to the attributes that are essential for listing on Amazon. You always have the option listings at a later date by performing a partial update using the Standard Template.

Files for Matching or Updating Inventory

Inventory File Template	Help Documents
Inventory Loader	Learn more
Price & Quantity	Learn more

Files for Media Categories (BMVD)

Inventory File Template	Help Documents
Book Loader*	Learn more
Music Loader	Learn more
Video Loader	Learn more

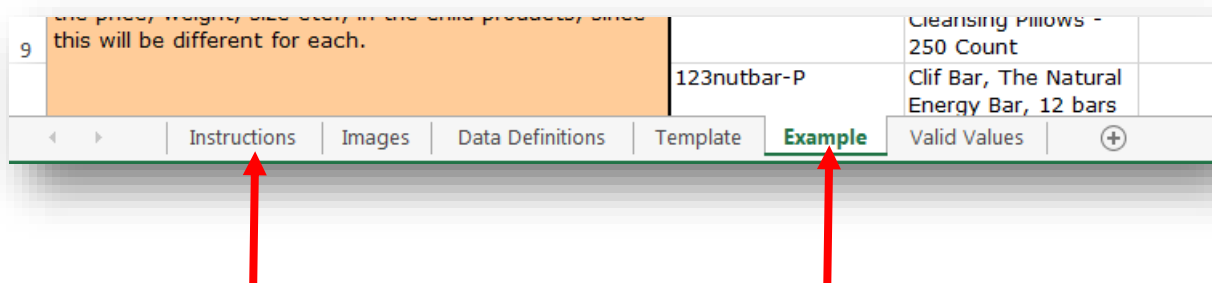
Files for Non-Media Categories

Lite Templates	Inventory File Template	Browse Tree Guide
Lite Automotive & Powersports*	Automotive & Powersports*	BTG
Lite Baby	Baby	BTG
Lite Beauty*	Beauty*	BTG
Lite Camera & Photo	Camera & Photo	Use the Consumer Electronics BTG
Lite Cell Phones & Accessories (formerly Wireless)	Cell Phones & Accessories (formerly Wireless)	BTG
Lite Clothing, Accessories & Luggage*	Clothing, Accessories & Luggage*	BTG
Lite Collectible Coins*	Collectible Coins*	BTG available upon approval to sell in the category
Lite Computers	Computers	Use the Consumer Electronics BTG
Lite Consumer Electronics	Consumer Electronics	BTG
Lite Entertainment	Entertainment Collectibles*	BTG available upon approval to sell in the category

You have a choice of Lite template or Standard template. Lite templates did not exist when I started setting up variation listings, so I've never used them. Lite templates do not allow you to add as much information, so therefore **I recommend you use the Standard template.**

Click on the link for your category Standard template and download it. The file is an MS Excel file and I think you DO need to have MS Excel on your device in order to complete the template and upload it to Amazon.

The templates have full instructions on them, including examples. You will certainly need to spend some time studying the instructions and refer back to them intermittently while completing the fields on the template.



One thing you will need, is somewhere private on the Internet where you can upload your listing images. By that I mean you will probably need your own hosting. That's because when you use a template to create a listing - as opposed to simply going to 'Add a Product'

in seller central - you will need to enter the URL's of your listing images. Whereas when you use the 'Add a Product' feature, you simply upload the images directly from your device.

This is where I stop...

It would be almost impossible (not to mention very confusing) for me to try to show you how to complete the Inventory Template – also known as the 'flat file'. When you download the template (if you do!), you will understand what I mean.

So from here on in, you are on your own with this... but not quite!

Seller Support is excellent in assisting with this sort of thing.

Here's what I did the first time:

I downloaded the file and completed as much of it as I could while carefully studying the instructions.

Then, I made a note of the things I didn't quite understand and emailed Seller Support. I felt that emailing support, as opposed to phoning support, would be a better option in this instance. It wasn't urgent and it was a 'routine' enquiry as opposed to an account specific enquiry. Also, I wanted to get the answer in written format to make sure I was following it correctly.

Once support came back to me by email, I was able to finish off completing the template.

So that's my recommendation – spend however long you need to spend, completing as MUCH as you can, and then email support to get help with the bits you are stuck on 😊